

WEB DEVELOPMENT PRICE LIST

Service Packages:

→ BASIC PACKAGE

\$2497

What it includes: A Small Website with a Homepage, About page, Contact page, and one or two additional pages (like Services or Portfolio).

Customization Level: Basic, with standard functionality like contact forms, social media links, and light branding.

→ PRO PACKAGE

\$3997

What it includes: All the features of the first tier, plus additional pages like a blog, detailed service pages, or case studies.

Customization Level: Moderate, including integrations (email, calendars, or CRMs) and slightly more advanced features like a lead magnet.

→ MAC DADDY PACKAGE

\$5997-9997

What it includes: A comprehensive website with advanced features like e-commerce capabilities, membership areas, or booking systems.

Customization Level: High, with custom designs, multiple integrations, and additional revisions or strategy calls.

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Additional Factors to Adjust Pricing:

- **Systems Automation (Email & Text):**
 - Includes setting up automated email sequences, text notifications, or workflows integrated into GoHighLevel.
 - **Pricing Add-On:** \$500–\$2,000 (depending on complexity and the number of workflows).
- **E-Commerce Functionality:**
 - Setting up an online store with product pages, shopping cart, and payment integrations.
 - **Pricing Add-On:** \$1,000–\$5,000 (depending on the number of products and level of customization).
- **Custom branding:** Add branding services for a one-time fee (\$1,000–\$3,000).
- **Membership Area:**
 - Building gated membership areas for courses, exclusive content, or community access.
 - **Pricing Add-On:** \$1,500–\$4,000.
- **SEO Optimization:**
 - On-page SEO for better visibility, including metadata, alt tags, and basic keyword integration.
 - **Pricing Add-On:** \$500–\$1,500.
- **Ongoing Maintenance & Support:**
 - Regular updates, backups, and minor changes post-launch.
 - **Pricing Add-On:** \$150–\$500/month (retainer option)
- **Rush Project Fee:**
 - For expedited delivery (e.g., under 2 weeks).
 - **Pricing Add-On:** 20–30% of the total project cost.